

HOW TO BE SINGLE

INTERNATIONAL PRINT GUIDELINES

<u>DATE:</u>	<u>VER:</u>	<u>UPDATE:</u>
13 Nov	1	Overview of Campaign Art
04 Nov	2	Added Horizontals and In-Theater

USAGE GUIDELINES

Title Treatment, Font & Billing Block (p. 3)

One Sheets (p. 4)

- Main 1sht Available on MARS
- Main Quad Available on MARS

HORIZONTAL (p. 5)

- Main 30sht Available on MARS
- Main 14x48 Available on MARS

In Theater (p. 6)

- 4 Panel Standee Available on MARS by December 14
- 4 Sided Totem Available on MARS by December 14

NOTE: Home Office surveyed for the Standee, quantities will begin to ship December 14.

NOTE: The survey for the Totem has also been sent and quantities will ship week of December 14.

TITLE TREATMENT

HOW TO BE
SINGLE

FONT

Akzidenz Grotesk

BILLING BLOCK

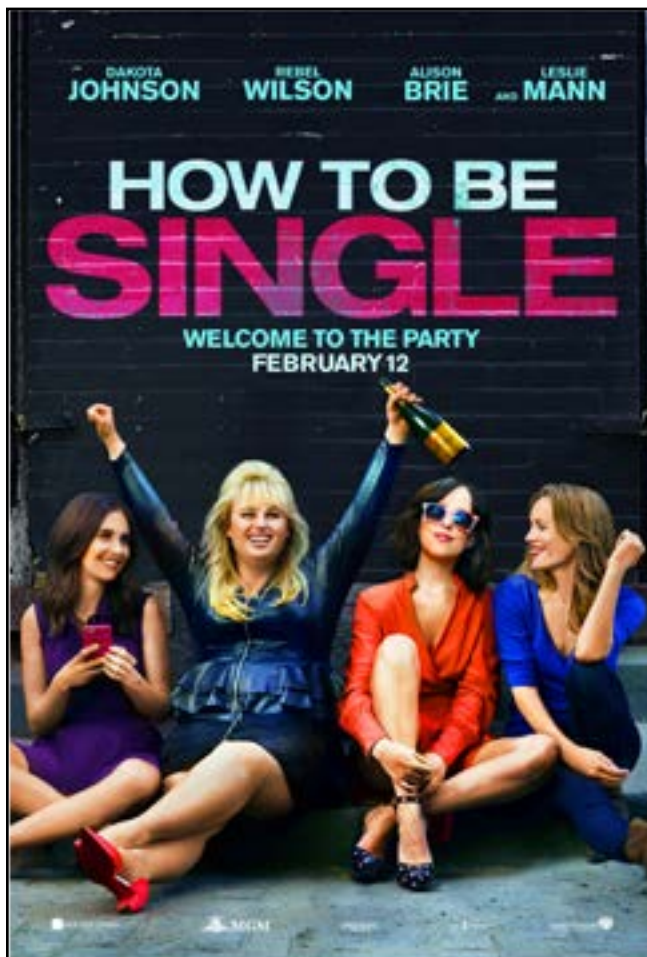
The latest billing block on MARS is “15Nov15 Intl Billing Block HSNGL”.
File includes the billing setups for all print material that requires billing.

HOW TO BE SINGLE

ONE SHEETS

MAIN

1 Sht



ONLINE DEBUT:

November 18

AVAILABLE ON MARS:

November 20

NOTES:

Quad 1 Sht



ONLINE DEBUT:

N/A

AVAILABLE ON MARS:

November 20

NOTES:

If used in outdoor, the
outdoor Billing Block must
be used at 35%

HOW TO BE SINGLE

HORIZONTAL

30sht



ONLINE DEBUT:

N/A

AVAILABLE ON MARS:

December 4

NOTES:

14x48



ONLINE DEBUT:

N/A

AVAILABLE ON MARS:

December 4

NOTES:

HOW TO BE SINGLE

IN THEATER

4 PANEL STANDEE



ONLINE DEBUT:

Week of December 7

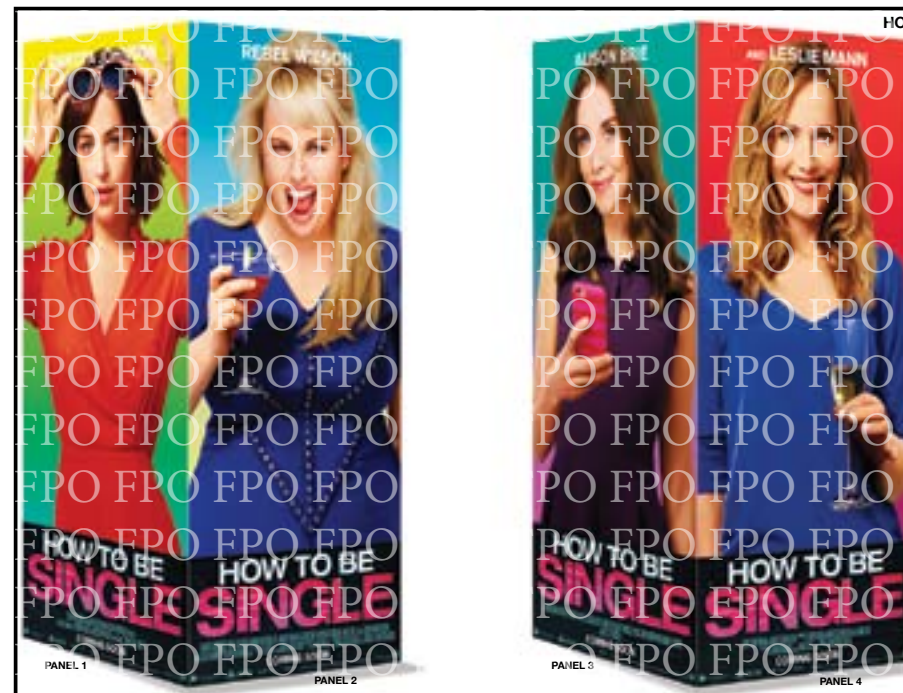
AVAILABLE ON MARS:

December 14

NOTES:

These character images can
be used indiidualy for
ancillary materials.

4 SIDED TOTEM



ONLINE DEBUT:

Week of December 7

AVAILABLE ON MARS:

December 14

AVAILABLE ON MARS:

NOTES:
